LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
AD# 112-D1 REQ# M18622 "HERD OF THESE?" - PAGE 4/C BLD 5 5/8 X 7 3/4 TV GUIDE, 1990
Printed in U.S.A.

HERD OF THESE?

Full rich flavor, not full price.

Available in Kings & Kings Lights.

Mfr. suggested retail price.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

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Kings: 14 mg "tar," 1.1 mg nicotine—Kings Lights: 11 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

Source: https://www.industrydocuments.ucsf.edu/docs/nyln0002